

Wernau Asset Management, Inc.
June 2, 2020
FORM CRS

Wernau Asset Management, Inc. is registered with the Securities and Exchange Commission as an investment adviser and, as such, we provide advisory services rather than brokerage services. Brokerage and investment advisory services and fees differ and it is important for you, our client, to understand the differences. Additionally, free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing. This document is a summary of the services and fees we offer to "retail" investors, which are natural persons who seek or receive services primarily for personal, family, or household purposes.

What investment services and advice can you provide me?

We offer the following investment advisory services to retail investors: **Portfolio Management Services; Financial Planning Services; Advisory Consulting Services; Family Office and Business Consulting Services.** Detailed information regarding our services, fees and other disclosures can be found in our Form ADV Part 2A Brochure by clicking this link <https://adviserinfo.sec.gov/firm/brochure/129473>. Please refer to Item 4, 7, 8, 13 and 16.

Account Monitoring: If you open an investment account with our firm, as part of our standard service we will monitor your investments on an ongoing basis.

Investment Authority: We manage investment accounts on a **discretionary** basis whereby **we will decide** which investments to buy or sell for your account. You may limit our discretionary authority (for example, limiting the types of securities that can be purchased or sold for your account) by providing our firm with your restrictions and guidelines in writing. We also offer **non-discretionary** investment management services whereby we will provide advice, but **you will ultimately decide** which investments to buy and sell for your account. You have an unrestricted right to decline to implement any advice provided by our firm on a non-discretionary basis.

Investment Offerings: We provide advice on various types of investments. Our services are not limited to a specific type of investment or product.

Account Minimums and Requirements: We do not require a minimum dollar amount to open and maintain an advisory account.

Key Questions to Ask Your Financial Professional

- **Given my financial situation, should I choose an investment advisory service? Why or Why Not?**
- **How will you choose investments to recommend to me?**
- **What is your relevant experience, including your licenses, education and other qualifications?**
- **What do these qualifications mean?**

What fees will I pay?

The following summarizes the principal fees and costs associated with engaging our firm for investment advisory services. For detailed information, please refer to our Form ADV Part 2A Brochure, Items 5 and 6, by clicking this link <https://adviserinfo.sec.gov/firm/brochure/129473>.

- **Asset Based Fees** - Payable quarterly in arrears based upon a percentage of the total assets under management, including money market balances on the last trading day of each calendar quarter. Since the fees we receive are asset-based (i.e. based on the value of your account), we have an incentive to encourage you to increase the assets in your account, which creates a conflict;
- **Hourly Fees** - Payable in arrears;
- **Fixed Fees** - Payable monthly in arrears;
- Clients may also pay additional fees and/or expenses. Examples of the most common fees and costs applicable to our clients are:
 - Custodian fees;
 - Account maintenance fees;
 - Fees related to mutual funds and exchange-traded funds;
 - Transaction charges when purchasing or selling securities; and

- Other product-level fees associated with your investments

You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying.

Key Questions to Ask Your Financial Professional

- Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?

What are your legal obligations to me when acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?

When we act as your investment adviser, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Here are some examples to help you understand what this means.

- **Proprietary Products:** Persons providing advice on behalf of our firm serve as the general partner or are affiliated with one or more private investment limited partnerships (private pooled investment vehicles) in which you may be solicited to invest. Certain members of our firm's management, and other knowledgeable employees may acquire, directly or indirectly, investment interests in the private investment entities or have other financial interests (e.g. General Partner, Officers, Board Members, etc.) in the private investment entities. This presents a conflict of interest because they have investments and/or receive income generated by their ownership in the underlying investments of each entity.
- **Third Party Payments:** Certain persons associated with our firm are certified public accountants and will receive compensation for accounting related activities under separate agreements that are not paid to our firm. This presents a conflict of interest because they have an incentive to recommend accounting related services to generate additional income. These accounting related activities are separate and distinct from any fees paid for advisory services to our firm.

Please refer to our Form ADV Part 2A Brochure by clicking this link <https://adviserinfo.sec.gov/firm/brochure/129473> Item 5, 10, 12 and 14 to help you understand what conflicts exist.

Key Questions to Ask Your Financial Professional

- How might your conflicts of interest affect me, and how will you address them?

How do your financial professionals make money?

The financial professionals servicing your account(s) are compensated by receiving a salary and bonus. Financial professionals' compensation is based on factors including the overall firm revenue generated and merit based bonuses.

Do you or your financial professionals have legal or disciplinary history?

No, our firm and our financial professionals currently do not have any legal or disciplinary history to disclose.

Visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple research tool.

Key Questions to Ask Your Financial Professional

- As a financial professional, do you have any disciplinary history? For what type of conduct?

You can find additional information about your investment advisory services and request a copy of the relationship summary at 617-871-0029 or click the link provided <https://adviserinfo.sec.gov/firm/brochure/129473>.

Key Questions to Ask Your Financial Professional

- Who is my primary contact person?
- Is he or she a representative of an investment adviser or a broker-dealer?
- Who can I talk to if I have concerns about how this person is treating me?